

NEWS RELEASE

Pacific Northwest Region - Colville National Forest
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July 25, 2014

Colville National Forest is celebrating Smokey Bear's 70th birthday.

Colville, WA- Please join the employees of the Colville National Forest in celebrating Smokey Bear's 70th birthday on Friday, August 8th from 11:00 am to 1:00 pm at the Supervisor's Office at 765 South Main in Colville, Washington. There will be cake and Smokey Bear items will be handed out. Bring your camera and get your picture taken with Smokey.

For the past 70 years, Smokey Bear has been teaching generations of children how to prevent wildfires. As one of the most recognizable fictional characters, Smokey Bear has become the symbol of wildfire prevention and American Icon. Created in 1944, the Smokey Bear Wildfire Prevention campaign is the longest running public service advertising campaign in United States history. With his slogans like "Only You Can Prevent Wildfires", children are learning about their roles and responsibilities in wildfire prevention.

For more information, please contact the Colville National Forest Headquarters at (509) 684-7000.

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The mission of the US Forest Service is to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations. Recreational activities on our lands contribute \$14.5 billion annually to the U.S. economy. The agency manages 193 million acres of public land, provides assistance to state and private landowners, and maintains the largest forestry research organization in the world.



for the greatest good